

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 3, 1998

RJR Account #186350

D. Prudence
F & T DISTRIBUTORS

MARCH: WINSTON B2G1F / PROMOTION #800115

Dear Diane:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as 30 skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is not 'pre-sleeved' product.)

WINSTON BRAND STYLE	#/ Cases B1G1F (6M)	B1G1F UPC Code	#/ Cases LIVE	LIVE UPC Code
FF Box	1	12300-11226	1 (12M)	12300-11212
Light Box	2	12300-11926	1 (6M)	12300-11906
Ult Lt Box	1	12300-70326	1 (6M)	12300-70306

Product / Premium Arrival:

February 23, 1998

Ship Date to Retail:

Week of: March 9, 1998

DISPLAY DETAIL (#538994)

SKU CUBE : 1.6700
SKU WT (w/o Product): 4.5000 lbs
Retail Sales Offer per Sku: 20 Offers

Billing per Sku: 4 Full Price Cartons

EFT \$ Amount: \$1,945.07

PARTNERS 'BONUS' REPORTING DESCRIPTION 'WIN MAR B2G1F'

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B1G1F
F & T DISTRIBUTORS

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.
OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO RETAILER.

BRAND STYLES: WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

DISPLAY BRAND LOAD:

*** 4 CARTONS:**

2 WINSTON LT BOX

1 WINSTON FF Box

1 WINSTON ULT LT BOX

EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (2 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: A. Zecca

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WORKPLAN VAP TEMPLATE LISTING

 PAGE: 7
 DATE: 98-01-15
 TIME: 10:09 AM

 WHOLESALER : 186350 F & T DISTRIBUTING CO., INC. <DIRECT>
 TEMPLATE : 800115 80300 WIN MAR B2G1F
 TEMPLATE SEQ : 0038
 SALES LEVEL : 16KXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162205	162231	587897	K&H REDEMPTION CTR	62 PENDLETON ST	CORTLAND	NY	13045	3				(607)756-5552
162205	162231	651492	GROTON S & 10	160 MAIN ST.	GROTON	NY	13073	1				(607)898-5030
162205		705923	VIRGIL COUNTRY	1700 STATE ROUTE	CORTLAND	NY	13045	1				(607)835-6564
162205	162231	171292	PAYLESS FOOD WHSE.	34 OEWGO ST	CORTLAND	NY	13045	1	NYS			(607)756-6361
162205		450559	NATOLIS RT 11 MKT	220 S MAIN ST	HOMER	NY	13077	1	NYS			(607)756-9311
162205	162231	059836	R. J. MOBIL #2/F	152 CLINTON ST	CORTLAND	NY	13045	1	NYS			(607)753-1724
162205	162230	442838	RICH'S DELI & BEV	413 MILTON AVE	SYRACUSE	NY	13204	1	NYS	921320	(315)487-1100	
162605	162231	338469	BIG AL'S HILLTOP	1103 DANBY RD	ITHACA	NY	14850	1				(607)272-3448
162605	162231	511556	JASON'S GROCERY/DEL	301 COLLEGE AVE	ITHACA	NY	14850	1				(607)273-0807
162605	162231	715529	NINETY SIX CONNECTI	RT 96 & MILL STRE	CANDOR	NY	13743	2				(607)659-4066
162605	162231	763732	EAST HILL CITGO	1000 JUDD FALLS R	ITHACA	NY	14850	1				(607)272-2250
162605	162231	031651	PAYLO QUICK STOP	208 E MAIN ST	TRUMANSBURG	NY	14886	1	NYS			(607)387-9875
162605		269497	REYNOLDS VARIETY	222 ELMIRA RD	ITHACA	NY	14850	1	NYS			(607)272-9470
162605		269572	COVERD BRIDGE GROC	MAIN ST	NEWFIELD	NY	14867	1	NYS			(607)564-9901
162605	162231	525346	VALLEY KORNER	2102 MECKLENBURG	ITHACA	NY	14850	1	NYS			(607)273-5015

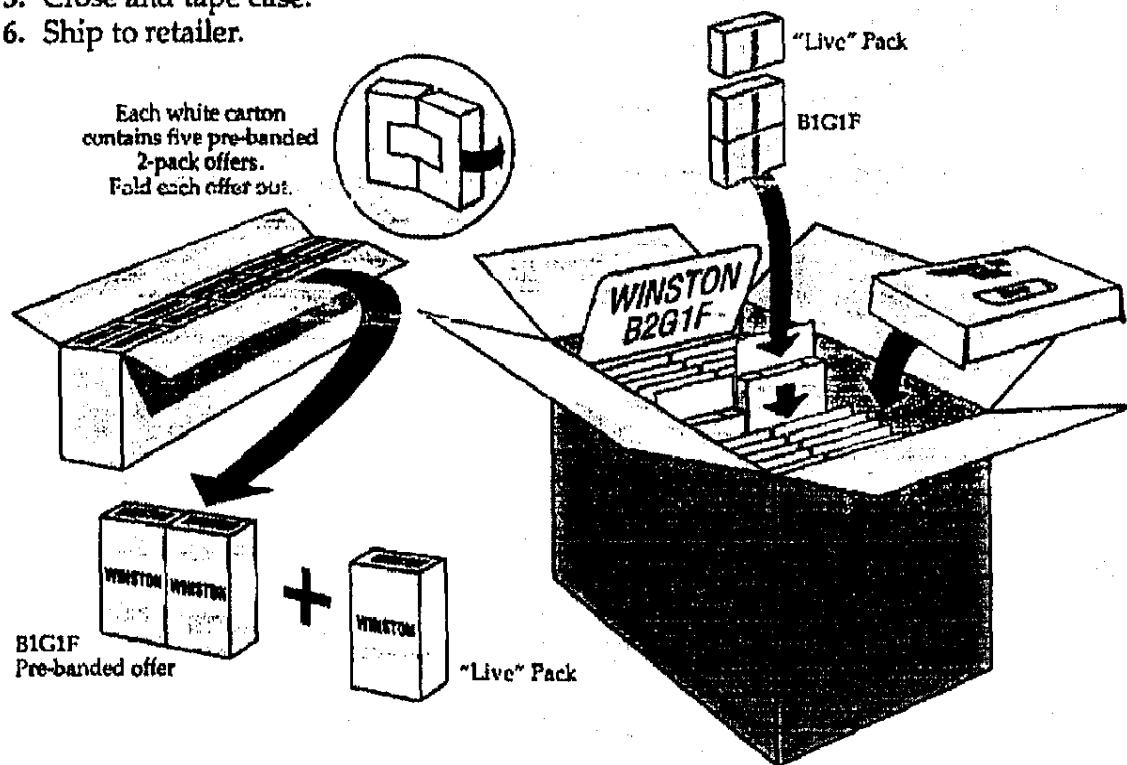
PAGE BREAK TOTAL ACCOUNTS 15 TOTAL QUANTITY 18

TEMPLATE TOTAL ACCOUNTS 15 TOTAL QUANTITY 18

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WHOLESALER PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR.'98****March WINSTON B2G1F**
(Buy 2 Packs Get 1 Free)**STEPS**

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston Ul. Lt. Box.
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 538994
Promotion Reporting Description: WIN MAR B2G1F

Brand Style	LT BOX	FF BOX	ULT LT BOX			
Number of Cartons	2	1	1			

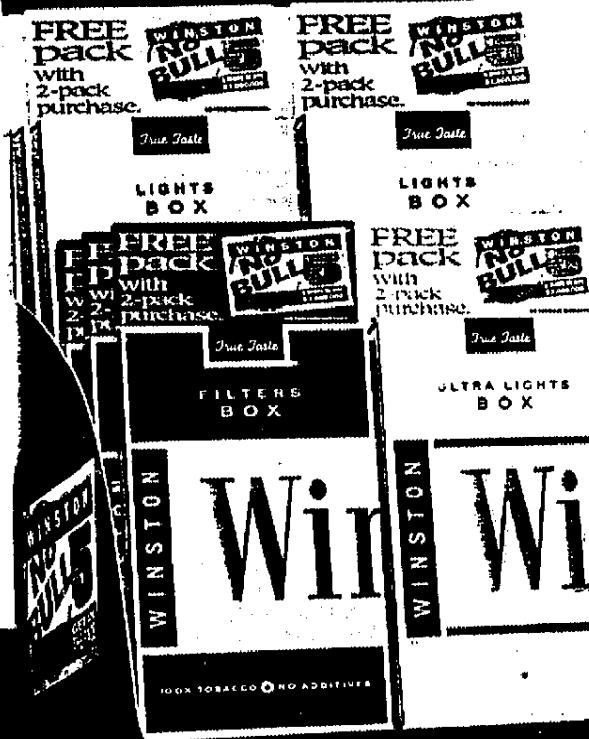
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FREE pack with 2-pack purchase

Smoke this

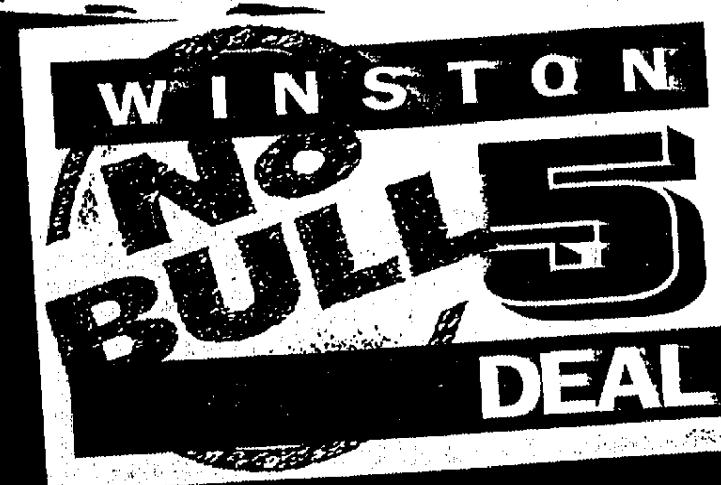
FREE pack

with 2-pack
purchase



Winston

- Kick off March with this offer: Buy 2 packs. Get one free.
- Special packaging in Full Flavor, Lights and Ultra Lights Box Styles.
- Dramatic counter display and poster.
- Another No Bull 5 way to build traffic.



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